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THE AUDIENCE TO
"RADIO NOON"
(Ontario & Quebec Edition)
in
NOVEMBER 1970

A CBC RESEARCH REPORT

THE AUDIENCE TO

"RADIO NOON"

(Ontario and Quebec Edition)

IN

NOVEMBER 1970



CBC Research
Toronto

February 24, 1971
TOR/70/19

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BACKGROUND TO THE SURVEY

EXHIBIT 1

"RADIO NOON" AUDIENCES - ONTARIO AND QUEBEC

NOVEMBER 1968, 1969, 1970

(BBM Reports)

Number
of
Listeners

50,000

Total 55,000

Total 52,000

Total 42,000

40,000

30,000

20,000

10,000

0

5,000

5,000

29,000

3,000

CBM

CBO

CBL

CBE

NOVEMBER 1968

15,000

7,000

31,000

2,000

CBM

CBO

CBL

CBE

NOVEMBER 1969

6,000

5,000

40,000

CBM

CBO

CBL

CBE

NOVEMBER 1970

This reports the results of a research study to determine the reaction of the listening audience to the various items which make up "Radio Noon".

BACKGROUND

1. The Program

Radio Noon replaced the old CBC noon-hour farm broadcast in September 1968. The program is designed to be of interest not only to the producer, but also to the consumer of primary products. Hence, within one program, a wide range of topics is dealt with, ranging from the specific (supermarket price comparisons for the consumer, farm market price reports for the farmer) to the more general (weather reports, editorial 'points of view' on agricultural and consumer matters, and so on).

The program is produced separately in each region. The Ontario and Quebec broadcast is heard on CBM Montreal, CBO Ottawa, CBL Toronto and CBE Windsor, between Noon and 1:00 p.m. Monday through Friday.

2. The Audience

During the November 1970 BBM survey, an estimated 52,000 people listened to the average quarter hour of "Radio Noon" on these four stations, on the average day. (See Exhibit 1). This is an increase of about 10,000 listeners over the four station average 1/4-hour audience during the first survey after the 1968 revisions to CBC noon-time programming. Details of the audience by station in November of each year are shown in Exhibit 1.

3. The Survey

As Radio Noon's concern with consumer information has become more pronounced, a number of questions have arisen. How important is 'Radio Noon' to the Ontario and Quebec farmer of the seventies? How are the farm market

reports used? Are they as essential now as they once were, or have they been replaced by other sources? Are farmers interested in the farm news given on the program? What about the 'consumers'? Are the supermarket price reports found useful? Are they used by listeners? Is it possible, in one 60-minute program, to serve both farm and non-farm audiences -- or are their interests mutually exclusive?

4. Methodology

In answering these questions via a sample survey, two problems arise. How can we get a representative sample of Ontario farmers, and how can we get a representative sample of "Radio Noon" listeners. Both of these are very small subgroups of the total population. A standard two-stage sampling procedure would have been prohibitively expensive.

Fortunately, through the co-operation of BBM, the industry ratings-service, the first stage sample was at hand. Each year, BBM conducts very large probability sampling operations throughout the country, to produce its audience ratings estimates. (A description of the methodology used by BBM is available in the introduction to its standard ratings reports).

For the special survey reported here, two subgroups of the large BBM sample used for its March 1970 ratings reports were employed:

1. Respondents, resident in Ontario, who checked their occupation as 'farmer' in the BBM diary.
2. Respondents, who indicated in their diaries that they had listened to some part of a "Radio Noon" broadcast during the March survey.

Note that the farmers, in group 1 may, or may not, have listened to "Radio Noon"; the listeners in group 2 may, or may not, have been farmers.

A mail questionnaire was sent to each 'farmer' and "Radio Noon Listener" in the Ontario sample. (A questionnaire is attached as Appendix 1 to this report). To avoid possible bias, no reference was made to the CBC as the sponsor. The questionnaire was sent out under the letterhead of Adcom Research Limited. To maximize the rate of response, one dollar was sent to each respondent. Twelve days after the original mail-out a reminder letter, with another questionnaire, was sent to those people who had not yet been heard from. (Appendix 3).

First questionnaires were mailed November 13; the follow-up letter on November 25. When the cut-off date was reached on December 3, the response rate was 84 per cent.

5. Re-defining Farmers and Listeners

The occupational definition of 'farmer' used by BBM in its surveys, is based on the self-assessment of the respondent. For the purposes of this survey, a more objective definition was required. One of the questions in the special questionnaire asked the BBM 'farmer' to estimate the proportion of his income which was derived from farming. To exclude 'part-time' and 'casual' farmers in this report, farmers are defined as those persons, resident in Ontario who derive at least half of their family income from farming. Other BBM-defined farmers are excluded.

Similarly, this survey redefines "Radio Noon Listener". While the BBM survey from which the sampling list was derived was conducted in March, this survey took place in the following November. Hence, a question on the questionnaire asked BBM 'listeners' whether they had listened to "Radio Noon" in the week preceding receipt of the special questionnaire. Only those who answered in the affirmative are counted as listeners in this report. Others are excluded.

According to these definitions, sample sizes for this survey were 140 farmers and 173 "Radio Noon" listeners.

R E S U L T S

EXHIBIT 2

LISTENING TO "RADIO NOON" DURING "THE PAST WEEK"

<u>Farmers</u>	<u>Per cent</u>
Listened 5 days	9
Listened 3 or 4 days	6
Listened 1 or 2 days	<u>2</u>
Total Farm Audience	17
<u>Non-Farmers</u>	
Listened 5 days	36
Listened 3 or 4 days	33
Listened 1 or 2 days	<u>14</u>
Total Non-Farm Audience	<u>83</u>
<u>Total Listeners</u> During "The Past Week"	100

EXHIBIT 3

NUMBER OF TIMES "RADIO NOON" HEARD DURING "THE PAST WEEK"

Number of Times "Radio Noon" Tuned In:	All Ontario Farmers %	"Radio Noon" Listeners Who Are:		
		Ontario Farmers %	Non- Farmers %	Farmers Plus Non-Farmers %
Every Day	36	64	44	45
3 or 4 Days	12	21	40	39
1 or 2 Days	9	15	16	16
Not at All	<u>43</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total	100	100	100	100

1. Do Farmers Listen to "Radio Noon"?

Among all Canadians who listen to the "Radio Noon" broadcasts originating from Montreal and the three Ontario stations, 17 per cent are farmers and 83 per cent non-farmers. The distribution of these listeners is shown in Exhibit 2. What is most striking is the apparent loyalty of the listeners. More than half of those farmers who tuned to the program at all, did so every day. Among non-farmers the proportion listening every day was smaller, but it still constituted nearly half of these non-farm listeners. For both the farm and non-farm listeners there is a greater tendency to tune in nearly every day than only once or twice in the week.

Looking at the same material in terms of listening among all Ontario farmers and among "Radio Noon" listeners who happen to be Ontario farmers on the one hand, and non-farmers on the other, we find the distribution shown in Exhibit 3.

It is obvious here that among members of the "Radio Noon" audience, nearly two-thirds of the farmers and somewhat less than half the non-farmers are daily listeners, whereas only about 15 per cent of each group tuned in as little as once or twice during the week. Perhaps even more important, column 1 shows that among all Ontario farmers, more than one-third (36 per cent) tuned in every day and about another fifth (21 per cent) listened between one and four times. This indicates that over half (57 per cent) of Ontario farmers listened to the program.

EXHIBIT 4

LISTENING TO "RADIO NOON" BY SIZE AND TYPE OF FARM AMONG
ONTARIO FARMERS

Size of Farm:	300 acres or more	200-299 acres	Less than 200 acres	All Ontario Farmers
	%	%	%	%
Listen to "Radio Noon"	72	63	40	52
Don't Listen to "Radio Noon"	<u>28</u>	<u>37</u>	<u>60</u>	<u>48</u>
Total	100	100	100	100

Chief Source of Farm Income:	Beef Cattle	Dairy Cattle	Hogs	Other
	%	%	%	%
Listen to "Radio Noon"	84	58	43	39
Don't Listen to "Radio Noon"	<u>16</u>	<u>42</u>	<u>57</u>	<u>61</u>
Total	100	100	100	100

Among farmers operating farms of different sizes and specializing in different crops there are differences in the tendency to tune to "Radio Noon". The larger the farm the more likely is the farmer to be a listener. Beef cattle farmers in particular are more likely to listen than are dairy cattle farmers, hog raisers and people who make up a mixed 'other' category. Details are as shown in Exhibit 4.

So, farmers -- and especially the more affluent operators of the larger farms, -- do indeed listen to "Radio Noon". Just over half of all Ontario farmers tune to the program at least once in the course of a week. However, because of the increasingly urban character of Ontario as a whole, these farmers represent just a tiny proportion of all "Radio Noon" listeners. Less than one in five of all those who listen to "Radio Noon" in the course of a week are farmers.

2. What Components of "Radio Noon" Appeal Most and Least to its Listeners?

"Radio Noon" is obviously not a program that would be used for background sound. It is tuned in because it contains something of interest to the listener, or it is simply not tuned in at all. To give some idea of their overall interest, listeners were asked whether they find it 'very interesting', 'quite interesting', 'neither interesting nor uninteresting', 'not too interesting' or 'not at all interesting'. More than half (56 per cent) said 'very interesting' and nearly half (42 per cent) said 'quite interesting'. The remaining 2 per cent are a combination of 'no answers' and those who are not very interested.

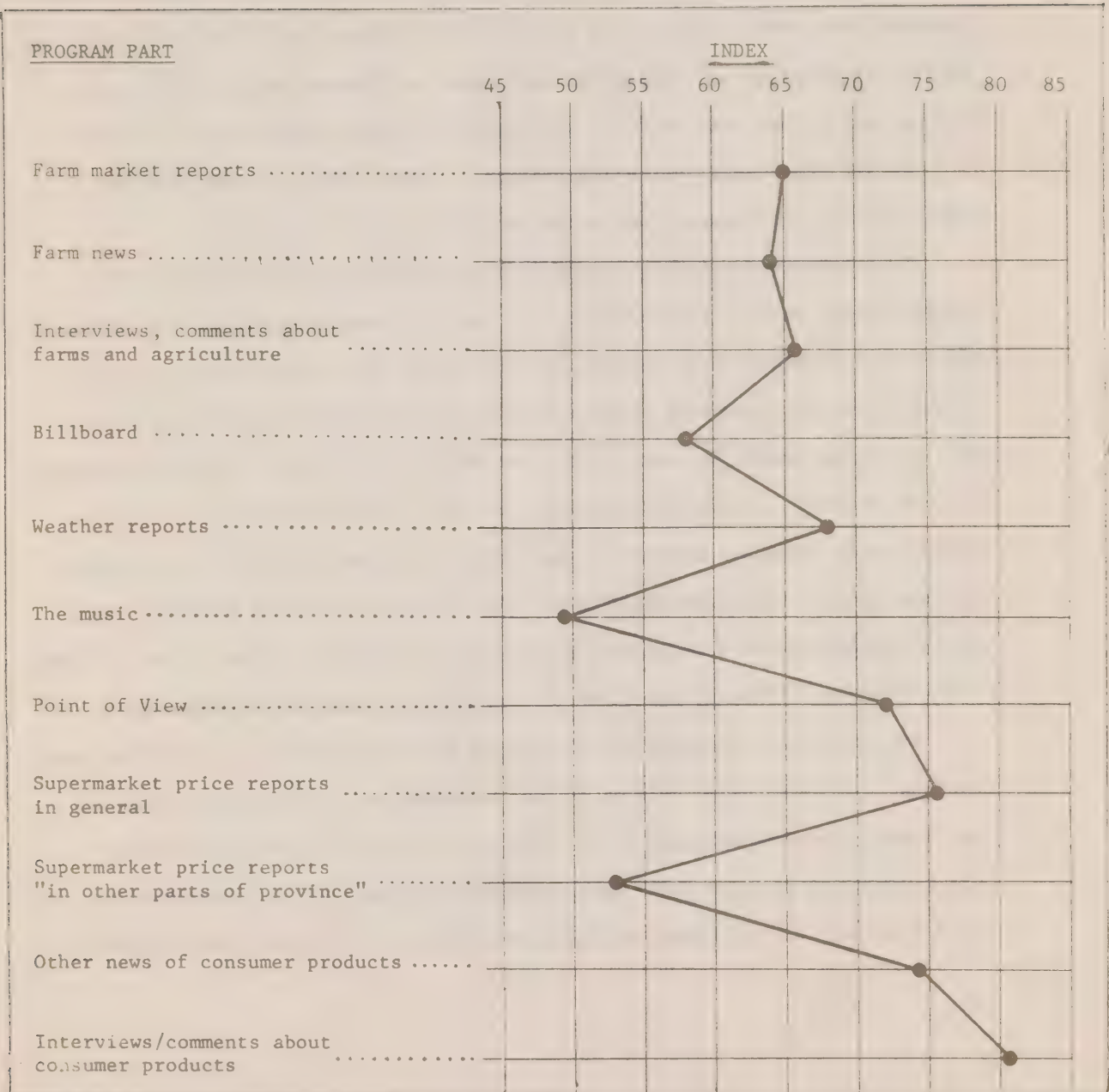
To obtain more concrete information on precisely which aspects of the program appeal most to its audience, the various segments or items that normally appear on the program were listed, and all "Radio Noon" listeners were asked to indicate, for each, whether they would like to have more time spent on it each day, less time, about the same as now, or whether they think it should be dropped from the program. It was not expected, nor was it intended, that the results would provide a precise measure of what should be given increased or decreased coverage or what should be eliminated. The intention, and the findings, were rather intended to be a reflection of the extent to which listeners feel involved in and attached to the various items in the program, relative to each other.

For each item, an index was calculated by multiplying all "Would like more" responses by 3, all "Keep this as it is" responses by 2, "Would like less" by 1 and "Would like this dropped" by 0. The sum of these was then divided by 3 (the maximum) to give an index lying somewhere between 100 (if everyone said they would like more of the item) and 0 (if everyone would like the item dropped).

EXHIBIT 5

APPRECIATION INDEXES OF VARIOUS PARTS OF THE PROGRAM

(Among All "Radio Noon" Listeners)



First, the various parts with their 'appreciation index', are shown for all listeners, in Exhibit 5. The order in which the parts are listed is determined by whether they are aimed primarily at farmers (shown at top of list) or consumers (bottom of the list).

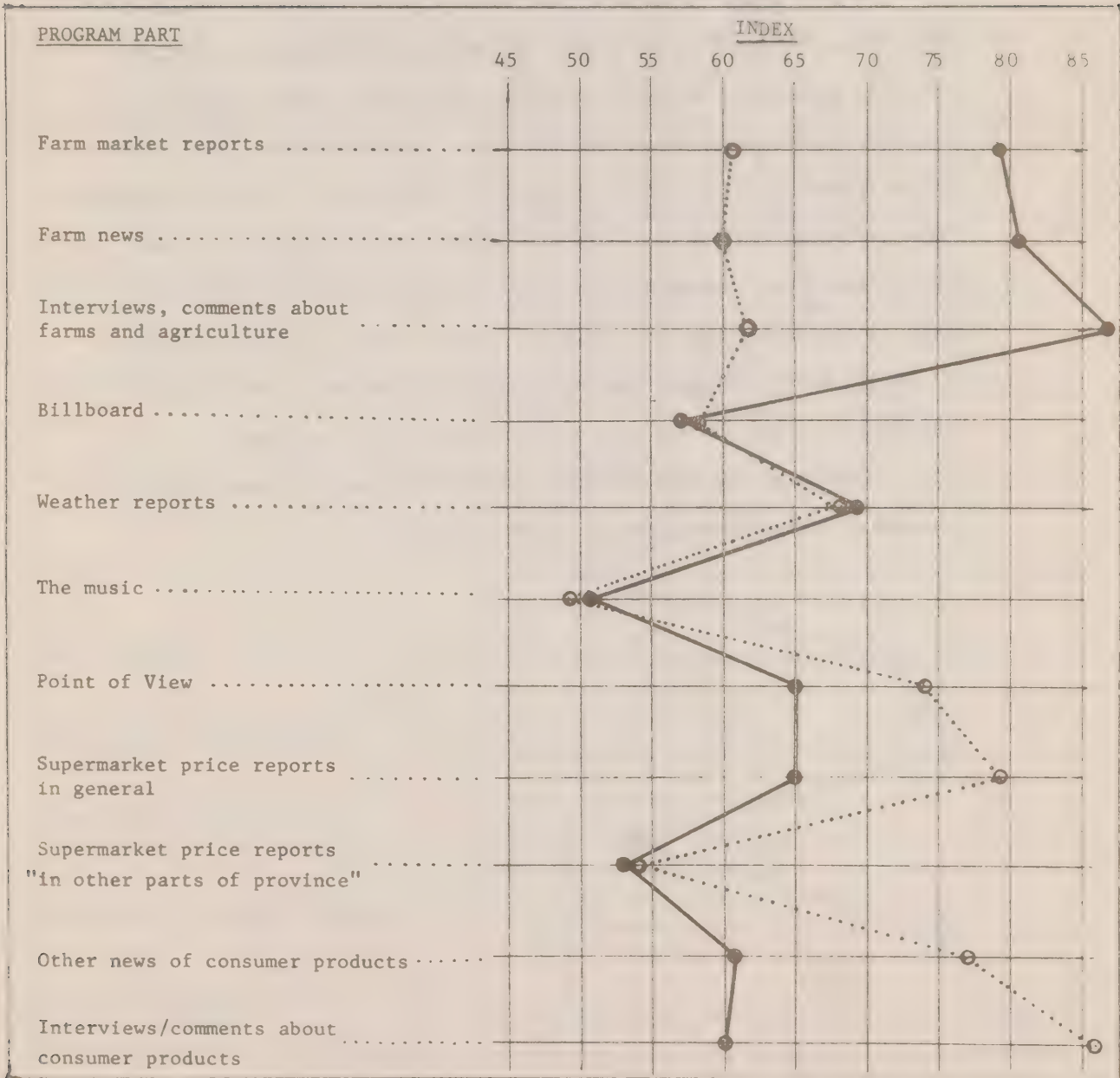
It must be stressed here that these figures should be looked at only as they relate to each other. No comparable figures are available for other programs. On first inspection they would seem to indicate that the least popular items are the music, the now defunct "Billboard", and supermarket prices 'in other parts of the province'. The most popular items are those dealing with consumer goods, i.e. interviews, comments and general news about consumer items and supermarket prices. As will be shown in discussing the next exhibit, however, these preferences, among all "Radio Noon" listeners are primarily a reflection of the audience composition -- i.e. 83 per cent non-farm and 17 per cent farm.

Looking at the same results among farmers and non-farmers shows a somewhat different picture, as shown in Exhibit 6.

EXHIBIT 6

APPRECIATION INDEXES OF VARIOUS PARTS OF THE PROGRAM

(Among Farm and Non-Farm Listeners)



What this chart illustrates quite clearly is the dilemma inherent in a program offering services to two distinct audiences. The majority (non-farm listeners) are highly interested in maximizing the time spent on consumer items. The minority (farmers) are even more concerned with getting more information about farms and agriculture -- with farm market reports high on the list. Two neutral subjects appear -- weather reports and music; weather is quite acceptable to both groups, but the music on the program seems to have little appeal to either, nor do supermarket price reports in far off towns or cities.

The preceding comments apply to the overall reaction to each item -- both favourable and unfavourable -- expressed as indexes. Exhibit 7 applies to the hard-core resisters, those people who would like to see the items cut or eliminated.

EXHIBIT 7

NEGATIVE REACTION TO VARIOUS PROGRAM PARTS AMONG FARM AND NON-FARM LISTENERS

Question: "Looking first at the different things now on "Radio Noon", please check for each whether you would like to have more time spent on it each day, less time, about the same as now, or whether you think it should be dropped from the program".

	"Would like less" + "Would like this dropped"	
	FARMERS	NON-FARMERS
	%	%
Farm market reports	*	25
Farm news	*	27
Interviews/comments about farms, agriculture	*	25
Billboard	30	5
Weather reports	6	6
Music	46	39
Point of view	8	5
Supermarket prices in general	14	4
Supermarket prices in other parts of province	40	41
Other news of consumer product	23	8
Interviews/comments about consumer products	27	*

What emerges here is even clearer. Among farm listeners there is no resistance whatever to farm news and very little to weather, "Point of View", or general supermarket prices. There was considerable opposition (23 to 30 per cent) to the now discontinued "Billboard" and to general news and comments etc. about consumer goods. Lowest among the farm listeners' priorities are music and supermarket prices in outside locations¹ (nearly half the farm listeners would like these cut or dropped). Among non-farm listeners there is little resistance to any consumer items, nor is there much opposition to such neutral items as the weather reports or "Point of View". About one-quarter of these people would rather have less time spent on strictly farm and agricultural information. The non-farmers agreed with farmers about the music; about 40 per cent would like it de-emphasized.

To provide further indication of the different appeal of different subjects to "Radio Noon" listeners, they were asked whether they would like a "lot of time", "a little time" or "no time at all" spent on each of six possible new topics. The following Exhibit (8) shows the percentages of farm listeners and non-farm listeners who said they would like to have "a lot of time" spent on these hypothetical topics.

-
1. Despite evidence of listener lack of interest in "supermarket prices in other parts of the province", these objections will probably remain academic as long as the same edition of "Radio Noon" is broadcast to such widely dispersed areas as the Ottawa, Montreal and Toronto districts.

EXHIBIT 8

RELATIVE INTEREST IN SUGGESTED NEW TOPICS FOR "RADIO NOON" AMONG FARM AND
NON-FARM LISTENERS

Question: "There are a number of other subjects that might, or might not, be of interest to radio listeners. Please indicate how much time, if any, you would like "Radio Noon" to spend on each of the following. ('A lot of time', 'A little time', 'No time at all')"

	PERCENTAGE WHO SAID THEY WOULD LIKE - "A LOT OF TIME" SPENT ON EACH SUBJECT		
	<u>Farmers</u> %	<u>Non- farmers</u> %	<u>All Listeners</u> %
Detailed coverage of agricultural affairs for farmers	38	8	13
Explanation of agricultural and farming matters to the non-farmer listener	13	10	10
Information on other resources (fishing, mining, forestry, recreation etc.)	2	9	8
Detailed information on how food is produced, processed and sold (the food chain)	16	24	23
Information on consumer items other than food (toys, furniture, clothing, etc.)	1	31	26
Description and appraisals of new products	7	35	30

It hardly has to be pointed out that these figures should be treated very cautiously, and only as a general indication of probable audience interests. Actual, as opposed to anticipated, interest depends largely on the way the subject is treated as well as on other intangibles. It is for this reason that the only figures provided here are the most positive, i.e. the percentage of people who would like "a lot of time" spent on each suggested subject. The results are generally predictable. The more consumer-oriented is the topic, the more likely is the non-farm listener to want a lot of time spent on it.

The more directly connected the topic is with agriculture, on the other hand, the more likely is the farmer to feel interested.

This analysis of listener response to the various items on "Radio Noon" illustrates clearly the difficulties involved in providing, within one program, highly specific technical information to a special-interest group(farmers) and more general information to a more general group interested in consumer items. What is surprising is the fairly high level of tolerance which each group has for items devoted to the other. However, what this research does not tell us is the size of the group of listeners which would tune in to a consumer program, but cannot tolerate the 'intervening' items devoted to the farmer.

EXHIBIT 9

EXTENT TO WHICH ALL ONTARIO FARMERS FIND VARIOUS SOURCES OF
STOCK MARKET INFORMATION "USEFUL"

Source of Farm Market Information:	Very Useful %	Quite Useful %	Very + Quite Useful %
"Radio Noon"	50	14	64
Local Drover	22	25	47
Friends, Neighbours	11	33	44
Daily Newspaper	21	19	40
'Other' Radio Reports	23	16	39
Feed Mill/Co-op	8	19	27
Newsletters, etc.	5	9	14

3. Are the Farm Market Reports Necessary?

The "Radio Noon" Farm Market Reports occupy about six of the forty-four minutes "Radio Noon" is on the Air. Do Ontario farmers make use of this highly specific package of information? Or do they get essentially the same information from other sources?

All the farmers (both listeners and non-listeners to "Radio Noon") who participated in this survey were asked how useful they find various sources of farm market information. Looking first at all Ontario farmers, whether they listen to "Radio Noon" or not, the percentage who said they find each of the major sources of market information 'very useful' are as shown in Exhibit 9.

Obviously, "Radio Noon" is the clear leader in providing information that is felt by farmers to be useful to them. If we narrow the scope slightly and look only at the 47 per cent of Ontario farmers who listen to "Radio Noon", the importance of the program's farm markets becomes even more pronounced. (See Exhibit 10). Eighty-one per cent of these farmer 'listeners' find the "Radio Noon" market reports 'very' useful and another 15 per cent find them 'quite' useful, for a total of 96 per cent. Next in importance to these people are the local drover ('very' or 'quite' useful to 55 per cent), the daily paper (42 per cent), and friends or neighbours (35 per cent, of which 30 per cent is composed of only 'quite' useful replies).

EXHIBIT 10

USEFULNESS OF VARIOUS SOURCES OF FARM MARKET INFORMATION TO ONTARIO
FARMERS WHO LISTEN AND WHO DON'T LISTEN TO "RADIO NOON"

Source of Farm Market Information	ONTARIO FARMERS WHO ARE:					
	"Radio Noon" Listeners			Non Listeners		
	Very Useful	Quite Useful	Very + Quite Useful	Very Useful	Quite Useful	Very + Quite Useful
	%	%	%	%	%	%
"Radio Noon"	81	15	96	8	11	19
Local Drover	31	24	55	10	25	35
Friends, Neighbours	5	30	35	19	33	51
Daily Newspaper	26	16	42	15	22	37
Other Radio Reports	12	14	26	38	19	57
Feed Mill/Co-Op	10	12	22	6	28	34
Newsletters, etc.	5	12	17	4	7	11

EXHIBIT 11

EXTENT TO WHICH FARMERS BASE MARKETING DECISIONS ON "RADIO NOON"
MARKET REPORTS

Decisions are based on "Radio Noon" Reports	All Ontario Farmers	Ontario Farmers Who:	
		Listen to "Radio Noon"	Don't Listen to "Radio Noon"
	%	%	%
Often	28	46	3
Occasionally	34	45	18
Never	21	7	40
Not applicable/No Information	<u>17</u>	<u>2</u>	<u>39</u>
Total	100	100	100

Among farmers who don't listen to "Radio Noon" the major sources of 'useful' market information are 'other' radio reports (57 per cent), friends or neighbours (51 per cent), followed by the newspaper, local drover and feed mill or co-op (all about 34-37 per cent). Even among these 'non-listeners', however, nearly one in five (19 per cent) said they find "Radio Noon" stock market reports 'very' (8 per cent) or 'quite' (11 per cent) useful. These are people who evidently don't habitually listen to the program, but who do tune it in at those times of year when they are in need of up-to-date market information.

Details on the relative usefulness of these sources of farm market information among Ontario farmers who listen to "Radio Noon" (57 per cent of all farmers) and who don't listen (43 per cent) is shown in Exhibit 10.

Carrying this inquiry one step further, farmers were asked whether they make marketing decisions as a result of market reports they hear on "Radio Noon". The results are shown in Exhibit 11.

What this Exhibit shows primarily, is the relatively high percentage of the three groups who said they actually use "Radio Noon" reports as a basis for marketing decisions. Nearly all (91 per cent) of the regular listeners, nearly two-thirds (62 per cent) of Ontario farmers generally, and a rather surprising one in five (21 per cent) of farmers, who don't make a habit of listening, said they do use the reports to decide on buying or selling. The actual influence of these reports in marketing decisions cannot really be measured on the basis of such a simple query. What these figures do show, though, is the extent to which farmers feel they do use them and hence depend upon them. They seem to feel that the reports are providing a most valuable service.

EXHIBIT 12

GROCERY SHOPPING ROUTINE DURING "THE PAST MONTH" BY THE "FAMILY SHOPPER"
AMONG "RADIO NOON" LISTENERS

	"RADIO NOON" LISTENERS WHO ARE:	
	Ontario Farmers %	Non Farmers %
* Do most shopping at one store but also go to others for "Special bargains"	48	46
Do most shopping at one store but also go to others because they are <u>closer or more convenient</u>	29	15
* Do most shopping at whichever store has <u>best buys</u> that week	7	14
Buy all groceries at <u>same store</u>	6	9
Go to different stores for different products	3	8
No special routine - go to whichever happens to be handy	5	1
Other	<u>2</u>	<u>7</u>
Total	100	100

* Selective shopping based upon awareness of "good buys"

4. Are the "Radio Noon" Supermarket Reports Useful to the Consumer?

It is futile to relate the usefulness of "Radio Noon" supermarket price reports to other sources of information available to the consumer in general. This is because "Radio Noon" listeners represent a very tiny proportion of all housewives. (For example BBM rating reports indicate that in Metro Toronto 2 per cent of all adult women listen to "Radio Noon"; 98 per cent do not. Of course, this simply reflects the general audience situation of CBL in Toronto). Hence, in the context of all consumers, the influence of "Radio Noon" market reports must be quite trivial.

However, are the supermarket reports actually used by those housewives who do listen to "Radio Noon"? Or would the time available be better spent dealing with more general consumer information, not tied to specific prices in specific stores or chains?

We can, in the first place, determine the shopping routine normally followed by "Radio Noon" listeners. Are they, indeed, 'creatures of habit' or do they shop around to take advantage of bargains? Respondents were asked to describe their normal shopping routine, from a number of pre-set alternatives. The results are shown in Exhibit 12.

Both farm and non-farm listeners are overbalanced slightly in favour of selective shopping - i.e. 55 per cent of farmers and 60 per cent of the non-farm listeners are prepared to inconvenience themselves by going to different stores each week if they can benefit financially or in terms of getting better quality goods by doing so.

EXHIBIT 13

WHERE PEOPLE USUALLY FIND OUT ABOUT "GROCERY BARGAINS"

	<u>"RADIO NOON" LISTENERS</u>		
	<u>Farmers</u>	<u>Non-farmers</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>
"Radio Noon"	22	58	52
Other Radio Consumer Programs	8	8	8
Newspaper Ads	16	13	13
Newspaper Consumer Columns	-	3	3
Television	7	1	2
Signs in Store Windows	14	5	6
Comparing Prices While Shopping	12	8	9
Friends, Neighbours, etc.	6	-	1
Other	5	3	3
Sub-Total*	(79)	(95)	(92)
Don't Bother with "Bargains"	<u>(21)</u>	<u>(5)</u>	<u>(8)</u>
Total*	111	104	105

* Totals exceed per cent shown because some people mentioned more than one source of information.

This leads directly to the second question, which is, "Where do you usually find out about bargains or especially good buys in groceries?". Responses to this were as shown in Exhibit 13.

Among the non-farm listeners to "Radio Noon", the leading source of grocery bargain information is "Radio Noon", which was mentioned by over half (58 per cent), compared to only 13 per cent for the second most popular source - newspaper ads.

Among farmers, "Radio Noon" was the leader, but by a much narrower margin. Newspaper ads and window signs are fairly close contenders for second place. It seems too, that farmers are less inclined - probably because of distances and lack of a competitive situation - to seek out bargains. Still, with over half of "Radio Noon" audiences using it as a chief source of bargain information, the program is probably used for this purpose alone by more than 25,000 people within range of the three Ontario stations and CBM.

S U M M A R Y

This study of the Ontario and Quebec edition of "Radio Noon" has shown the following:

1. Farmers are now only a small percentage of "Radio Noon"s audience (less than one in five). The majority are non-farmers.
2. But a large proportion of Ontario farmers (more than half) do listen to the program in the course of a week. The paradox is explained by the fact that there are now so few farmers relative to the rest of the population.
3. Among Ontario farmers, those with larger farms and those engaged in beef farming are more likely to listen than others.
4. Not surprisingly, the farm and non-farm listeners are attracted to different things in "Radio Noon". The farmers are attracted to the farm market reports and farm news. The non-farmers are attracted to supermarket price reports and consumer items. The split is wide and clearcut -- raising the question of whether it is possible for one program to serve two masters adequately.
5. "Radio Noon" is clearly providing a needed and well-used service to the Ontario Farmer. The noon-time market report is listened to and used more than any other source of market intelligence.

A P P E N D I C E S

1. Covering Letter
2. Questionnaire
3. Follow-up Letter

APPENDIX 1



ADCOM RESEARCH LIMITED • 214 Merton Street • Toronto 7, Ontario • (416) 487-5216

Dear Madam:

Producers of radio and TV programs are continually concerned about whether their programs are interesting and useful to their audiences - and potential audiences. Letters from listeners provide some audience 'feed-back', but only from a small fraction of the population.

This survey is being done to find out the listening habits and opinions of a larger number of people throughout the country. The results will be used only for programming purposes, and will be completely confidential.

We ask you to answer every question that applies to you. Where there are questions of opinion, we want you own personal opinion whether it is favourable or unfavourable.

Thank you in advance for your co-operation. The 10 minutes or so it will take you to fill in the questionnaire will answer many questions that program producers would otherwise have to just guess at.

We are enclosing a payment of one dollar to compensate you for your time and efforts.

Yours truly,

Gayle Petri

(Mrs.) Gayle Petri
Project Director

FARM AND "CONSUMER" RADIO PROGRAMS

NOTE: ALL INFORMATION YOU PROVIDE HERE WILL BE TREATED IN COMPLETE CONFIDENCE. PERSONAL QUESTIONS ARE ASKED ONLY SO WE CAN FIND OUT IF THERE ARE DIFFERENCES IN OPINIONS AND BEHAVIOUR AMONG DIFFERENT CATEGORIES OF PEOPLE.

1. During the noon hour (12:10 to 12:55 p.m.) each weekday, the CBC broadcasts a radio program called "Radio Noon", over the following stations:

CBM, Montreal
dial 940 Kc.

CBL, Toronto
dial 740 Kc.

CBO, Ottawa
dial 910 Kc.

CBE, Windsor
dial 1550 Kc.

a) If you ever listen to "Radio Noon", please circle the station you hear it on.

b) How many times in the past week have you listened to "Radio Noon"?

Every Day 3 or 4 times 1 or 2 times Not at all

c) Thinking of your usual listening habits throughout the year, about how often do you listen to "Radio Noon"?

Nearly Every day 2 or 3 times a week About once a week Once or twice a month A few times a year Never

IF YOU NEVER LISTEN TO "RADIO NOON" PLEASE GO TO QUESTION 4

2. How interesting do you find "Radio Noon"?

Very interesting Quite interesting Neither interesting nor uninteresting Not too interesting Not at all interesting

3. In its 45 minutes, "Radio Noon" can give only a limited amount of time to each of the different items and subjects it covers. Increasing the time spent on one would decrease the time spent on others and vice versa.

a) Looking first at the different things now on "Radio Noon", please check for each whether you would like to have more time spent on it each day, less time, about the same as now, or whether you think it should be dropped from the program:

Farm News.....	Would like more of this	Keep this as it is	Would like less of this	Would like this dropped
"Point of View" — special speaker.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Billboard" — announcements and notices of special events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farm market reports.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket prices reports in general.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket prices in other parts of the province..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other news of consumer products.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interviews and comments about farms and agriculture.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interviews and comments about consumer products (meat, groceries etc.).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weather report.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The music.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BUSINESS REPLY CARD

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ADCOM RESEARCH LIMITED
214 Merton Street, Toronto, Ontario



FROM

b) There are a number of other subjects that might, or might not, be of interest to radio listeners. Please indicate how much time, if any, you would like "Radio Noon" to spend on each of the following:

	A lot of time	A little time	No time at all	No opinion
Detailed information on how food is produced, processed, and sold (the "food-chain")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explanations of agricultural and farming matters to the non-farm listener (information on other resources (fishing, mining, forestry, recreation etc.))	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on consumer items other than food (such as toys, furniture, clothing etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Descriptions and appraisals of new products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Detailed coverage of agriculture affairs for farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other? (Please write in here)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Most families follow a certain routine in their grocery shopping. Please check the statement that best describes the way you (or the person who does the shopping) shopped for groceries in the past month:

a) Buy all groceries at the same store or supermarket each week..... ☐

Do most shopping at one store, but also go to others for special bargains..... ☐

Do most shopping at one store, but also go to others because they are closer or more convenient..... ☐

Do most shopping at whichever store has best buys that week..... ☐

Go to different stores for different products (i.e. butcher shop, fruit store, dairy etc.)..... ☐

No special routine — go to whichever happens to be handy..... ☐

Other (what?) _____ ☐

b) Have you made any purchases at "jug milk" stores in the last week? Yes ☐ No ☐

5. Where do you usually find out about bargains or especially good buys in groceries?

Newspaper ads	<input type="checkbox"/>	"Radio Noon"	<input type="checkbox"/>
Newspaper "consumer" columns	<input type="checkbox"/>	Other radio consumer programmes	<input type="checkbox"/>
Signs in store windows	<input type="checkbox"/>	TV (What station?)	<input type="checkbox"/>
Friends, neighbors, family etc.	<input type="checkbox"/>	Other (Where?)	<input type="checkbox"/>
Comparing prices while shopping	<input type="checkbox"/>	Never bother with bargains	<input type="checkbox"/>

6. Please write in the name of each daily and weekly newspaper you or any member of your immediate household received during the past week. Then, by circling the initial of the appropriate day(s), show each day the paper was bought or delivered.

NAME OF DAILY NEWSPAPER _____

CIRCLE EACH DAY THE PAPER WAS DELIVERED TO YOUR HOME OR BOUGHT AT STORE OR NEWSSTAND.

M	T	W	T	F	S
M	T	W	T	F	S

NAME OF WEEKLY NEWSPAPER _____

M	T	W	T	F	S
M	T	W	T	F	S

7. About what proportion (if any) of your family income is from farming?

NOTE: Replies are for classification only and will be completely confidential.

All ☐

At least half ☐

Some, but less than half ☐

None ☐

IMPORTANT:

If any of your family income is from farming, please go on to Question 8. If none of your family income is from farming, please go on to Question 12.

8. How many acres are you farming? _____

9. And what is your chief source of farm income?

Beef cattle	<input type="checkbox"/>	Poultry	<input type="checkbox"/>
Dairy cattle	<input type="checkbox"/>	Cash crops, including tobacco, potatoes, etc.	<input type="checkbox"/>
Hogs	<input type="checkbox"/>	Fruit and vegetables	<input type="checkbox"/>
		Forest products and recreation	<input type="checkbox"/>

10. a) How useful to you are each of the following as sources of market information?

SOURCE OF MARKET INFORMATION	Very Useful	Quite Useful	Not Useful
The local livestock drover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local feed mill or co-op	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Radio Noon" Market reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other radio reports: at _____ time, on _____ station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking with friends & neighbours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, (Please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

"If "RADIO NOON" MARKET REPORTS ARE USEFUL TO YOU:

b) Which of them are of value to you: (Please check one or more):

Cattle	<input type="checkbox"/>	Grain	<input type="checkbox"/>
Hogs	<input type="checkbox"/>	Fruit/Vegetables	<input type="checkbox"/>
Poultry/eggs	<input type="checkbox"/>	Other	<input type="checkbox"/>

11. Do you make marketing decisions as a result of market reports you hear on "Radio Noon"?

OF TEN _____ ☐ OCCASIONALLY _____ ☐ NEVER _____ ☐

12. If you could make any changes or improvements in "Radio Noon" to make the program more enjoyable or useful to you personally, what would they be? _____

APPENDIX 3

ADCOM RESEARCH LIMITED • 214 Merton Street • Toronto 7, Ontario • (416) 487-5216

November 23, 1970

Dear Madam:

A week or two ago we mailed you a copy of the enclosed questionnaire, which is concerned with the radio program "Radio Noon". We are now in the process of analyzing the replies. To give us an accurate reflection of who listens to the program and what they think of it, it is important that we hear from as many people as possible.

If you have already returned the questionnaire, please ignore this letter. If you have not returned it, simply because it was forgotten, mislaid, or lost, I would be most grateful if you would take a few moments to complete and mail the enclosed.

Yours truly,

Gayle Petri

(Mrs.) Gayle Petri
Project Director

ALCOHOL DEPENDENCY UNIT - The Alcohol Unit - (415) 441-4411

November 15, 1978

Dear Madam:

A week or two ago we mailed you a copy of the enclosed questionnaire, which we received with the return program "Radio Room". We are now in the process of analyzing the results. We give us an estimate of the results to the program and what they mean to us. It is important that we hear from you as soon as possible.

If you have already returned the questionnaire, please return this letter. If you have not returned it, please return it as soon as possible, or later. I would be most grateful if you would loan a few moments to complete and mail the enclosed.

Yours truly,

Wally Pate

Wally Pate
Project Director



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